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VIASAT LAUNCHES NEW CHANNEL IN CENTRAL AND EASTERN EUROPE

Modern Times Group MTG AB, the international media group, today announced the launch of a new pay-TV channel in eight Central and Eastern European countries.

‘Viasat History’ is being broadcast 18 hours a day and is distributed via local and national cable networks in Russia, Ukraine, Belarus, Moldova, Hungary, Romania, Bulgaria and Poland.

The introduction of ‘Viasat History’ follows the successful launch last year of premium movie channel ‘TV1000’ in Lithuania, Latvia, Estonia, Russia, Ukraine, Moldova and Belarus and of documentary channel ‘Viasat Explorer’ in Lithuania, Latvia, Estonia, Russia, Ukraine, Moldova, Belarus, Romania, Hungary, Poland and Bulgaria. Viasat’s Central and Eastern European wholesale pay-TV business has already surpassed the 2 million subscribers milestone.

‘Viasat History’ features a wide range of political and cultural, specialist and popular history programmes, which explore the rise and fall of ancient and modern civilisations and regimes, witnessing great discoveries and feats of human endurance and giving viewers a unique chance to experience the key events that have changed the world.

The channel line-up includes high quality programmes focusing on the history of science, sport, music, military conflict and business as well as biographical portraits of iconic heroes and villains, entertainers and geniuses, as never seen before.

‘Viasat History’ is one of twenty six channels produced by Viasat Broadcasting. Other leading popular channel brands in Central and Eastern Europe include ‘TV3’, ‘TV1000’, ‘3+’, ‘Viasat Explorer’, ‘DTV’ and ‘Viasat3’.

Hans-Holger Albrecht, President and CEO of MTG, commented: “The launch of Viasat History will further increase the penetration of Viasat channels in the exciting high growth Central and Eastern European markets. TV1000 and Viasat Explorer have proven extremely popular with broadcasters and viewers alike and the new channel will continue to increase viewer choice as the multi-channel television environment develops further”.

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MTG is an international media group with operations in more than 30 countries around the world and principal broadcasting businesses in Scandinavia, the Baltic States, Hungary and Russia. MTG is the largest Free-to-air and Pay-TV operator in the Nordic and Baltic regions and the largest commercial radio operator in Northern Europe. MTG's Viasat channels reach over 50 million people in 14 countries every day and MTG Radio's stations reach 3 million daily listeners. The Viasat Broadcasting DTH satellite TV platform offers digital multi-channel TV packages of over 50 own-produced and third party entertainment channels. MTG is a leading European direct response TV network operator, broadcasting home shopping channels into 100 million homes in 52 countries, as well as one of the world's leading originators and producers of Reality TV formats and a global provider of subtitling and dubbing services to the entertainment industry.

Modern Times Group MTG AB class A and B shares are listed on the Stockholmsbörsen O-list (symbols: MTGA and MTGB).

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